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Being Paco Underhill

Two shoppers were observed at the Kenosha “Pick ‘n Save” store in order to discover the geography of the store. The first shopper was a lady in her 40’s; she took a cart and immediately headed to the back of the store, not stopping in the aisles on her way. The woman came to the meat section in the back and lingered for a while comparing prices, then chose a package of pork and moved on to an aisle on the other end of the store and chose some cans of beans. After this she traversed the nearby aisles for Cheetos, soup, and snacks. She then went back to across the store to the meat section and took a second package of pork. After that she turned to a nearby end cap and after looking for a few minutes, took 2 bags of potato chips. Then she walked into the aisle and, after looking for a couple minutes, took a third bag of chips from the aisle. Next, after a bit of wandering through the aisles in the area, she went to the deli, which was located across the store again. After spending 10 minutes at the deli, she walked to the checkout line and left. The store got this woman to travel through most of the store on her shopping trip. She was forced to see almost the entire store without really meaning to. Her initial intentions of what to purchase are unknown so whether the store’s setup had any effect can’t be determined, but the store’s geography was effective in creating potential for increasing her spending.

The second shopper was an older woman in her 50’s; she to no cart but simply walked down the Laundry aisle. After spending a few moments looking at detergent, she inspected a plastic container and then put it back. She then wandered over to the meat section and looked for a moment, and then walked past several aisles to the soup, tea, and coffee section and looked at a few items but still chose none of them. She then proceeded toward the exit and was stopped by a bag, which she inspected for a few moments, but put that back also and made her exit. The store obviously was not successful in enticing this customer into purchasing anything. However, the store’s geography brought her through a good portion of the store, despite the fact that she purchased nothing. By separating many of the stores biggest selling items, “Pick ‘n Save” manages to make people see most of the store during a simple trip to get meat and cheese, which provides opportunity for impulse buying.